

INPUT

1280 Villa Street, Mountain View, CA 94041-1194

(415) 961-3300

Telex 171407

FAX (415) 961-3966

December 8, 1989

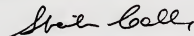
Ms. Kathie Sullivan
Law Librarian
MCNAMEE LOCHNER
TITUS AND WILLIAMS
P.O. Box 459
Albany, NY 12201

Dear Ms. Sullivan:

Please find enclosed a sample issue of INPUT's EDI REPORTER INTERNATIONAL newsletter and a program brochure describing INPUT's Electronic Data Interchange Program.

If you would like further information about subscribing to this INPUT publication or have questions about INPUT's services please contact our Marketing Representative, **Mark Drisko** at (415) 961-3300.

Sincerely,



Sheila Collins
Controller

Enclosure



November 9, 1989

Victor S. Wheatman
INPUT EDI REPORTER
Input
1280 Villa Street
Mountain View, CA 94041

Dear Publisher:

We are pleased to send the attached requests for sample issues and/or further information for your publication which were received at the New York Library Association Conference, October 25-29, 1989.

It is requested that you send a sample issue, or further information if it is impractical to send a sample. As an extra service we are including pressure sensitive labels, along with a printed listing of the names and addresses.

We appreciate the opportunity to work with you and hope that we will be able to display your publication or publications at future conferences. If there is any way that I can be of assistance please contact me. I would be delighted to help in any way possible.

Sincerely,

Sandra Young
Sandra Young, Coordinator
EBSCO Sample Issue Program

enclosures





P.O. Box 1943 • Birmingham, AL 35201 • (205) 991-1280 • Fax (205) 991-1479

RECEIVED
SEP 22 1989
MOUNTAIN VIEW

September 18, 1989

Victor S. Wheatman
INPUT EDI REPORTER
Input
1280 Villa Street
Mt. View, CA 94041

Sheila
FYI

Subject: Display of INPUT EDI REPORTER at the following conferences:

American Society for Information Science
Online '89

Dear Publisher:

Thank you for making reservations to exhibit your publication and for your payment of \$90.00.

As indicated on the reservation card, a sample of your publication will be displayed and your title will be listed on a form at each meeting whereby interested parties may request a sample copy and/or additional information. An EBSCO representative will administer the display program and will be responsible for collecting inquiries. Afterward, these names and addresses will be forwarded to you for follow-up.

It is a pleasure to be working with you in this program, and I hope it proves to be a successful endeavor.

Sincerely,

Sandra Young

Sandra Young, Coordinator
EBSCO SAMPLE ISSUE PROGRAM

P.S. Your samples (2) were received in good condition. Thanks!



CONTACT REPORT

DATE WRITTEN: 12/20/89

COMPANY: <u>EBSCO</u>	INPUT Staff:	REASON:	RELATING TO:	
NAME: <u>MELINDA CHANDLER</u>	(INIT.) <u>JDW</u>	<input checked="" type="checkbox"/> Sales	<input type="checkbox"/> CVAP	<input type="checkbox"/> FISSP
TITLE:	(INIT.)	<input type="checkbox"/> Marketing	<input type="checkbox"/> MAPS	<input type="checkbox"/> SIPS
ADDRESS:	<input checked="" type="checkbox"/> Phone IN	<input type="checkbox"/> INPUT/output	<input type="checkbox"/> UISP	<input type="checkbox"/> VAPE
	<input type="checkbox"/> Visit	<input type="checkbox"/> Interview	<input type="checkbox"/> FCSP	<input type="checkbox"/> SMAP
	Contact Date:	<input type="checkbox"/> Present'n	<input checked="" type="checkbox"/> EDIP	<input type="checkbox"/> CSPE
		<input type="checkbox"/> Support	<input type="checkbox"/> IMNP	<input type="checkbox"/> EDIE
		<input type="checkbox"/> Other:	<input type="checkbox"/> OAAP	<input type="checkbox"/> M/C
PHONE: <u>(205) 991-1114</u>			<input type="checkbox"/> CUST.	<input type="checkbox"/> OTHER
			CODE: <u>E-LET</u>	

Called in about Public Works - Canada subscription renewal. I told her price was going up to \$350 (U.S. Canada). She had invoice for \$295. Also told ^{her} ~~me~~ that \$295 should ~~be~~ be net to INPUT. Melinda will query Karen Holmes, head of publisher services. She also asked about:

- multiple copy prices?
- multiple year prices?

Melinda wants to update information on their "system"

☐ EXTRA PAGE(S) ATTACHED

ACTION DIST.	TIME REQUIRED	DESCRIBE ACTION OR FOLLOW-UP	BY WHEN	DONE	INFO DIST.
Sheila		Please call Melinda and clarify relationship with EBSCO			Betty

(Check all that apply)

☐ MAIL LIST ☐ Client ☐ Prospect ☐ Press ☐ Financial ☐ Key Contact ☐ Decision Maker ☐ Product User

COPIES: • Original: • PM: • Branch • Mktg. Mgr. • Sales Mgr. • Originator
 • Dist. Copying • Curr. Proj. File • Contact • Mktg. File
 • Corp. Contact File • File

M&S 300/01
3/89 (R)

INPUT

CONTACT REPORT

Continuation

COMPANY _____

NAME _____

INPUT

1280 Villa Street, Mountain View, CA 94041-1194

(415) 961-3300

Telex 171407

FAX (415) 961-3966

December 8, 1989

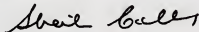
Ms. Alicia Chapero
Assistant Librarian
EPSIS/VESID LIBRARY
209 EB
Albany, NY 12234

Dear Ms. Chapero:

Please find enclosed a sample issue of INPUT's EDI REPORTER INTERNATIONAL newsletter and a program brochure describing INPUT's Electronic Data Interchange Program.

If you would like further information about subscribing to this INPUT publication or have questions about INPUT's services please contact our Marketing Representative, Jan Woolley at (415) 961-3300.

Sincerely,



Sheila Collins
Controller

Enclosure



November 9, 1989

Victor S. Wheatman
INPUT EDI REPORTER
Input
1280 Villa Street
Mountain View, CA 94041

Dear Publisher:

We are pleased to send the attached requests for sample issues and/or further information for your publication which were received at the New York Library Association Conference, October 25-29, 1989.

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Sincerely,

Sandra Young
Sandra Young, Coordinator
EBSCO Sample Issue Program

enclosures



INPUT[®]

1280 Villa Street, Mountain View, CA 94041-1194

(415) 961-3300

Telex 171407

FAX (415) 961-3966

December 8, 1989

Ms. Kathie Sullivan
Law Librarian
MCNAMEE LOCHNER
TITUS AND WILLIAMS
P.O. Box 459
Albany, NY 12201

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Sincerely,



Sheila Collins
Controller

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Telex 171407

FAX (415) 961-3966

December 8, 1989

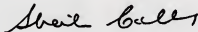
Ms. Alicia Chapero
Assistant Librarian
EPSIS/VESID LIBRARY
209 EB
Albany, NY 12234

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Sincerely,



Sheila Collins
Controller

Enclosure





P.O. Box 1943 • Birmingham, AL 35201 • (205) 991-1280 • Fax (205) 991-1479

November 9, 1989

Victor S. Wheatman
INPUT EDI REPORTER
Input
1280 Villa Street
Mountain View, CA 94041

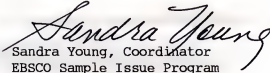
Dear Publisher:

We are pleased to send the attached requests for sample issues and/or further information for your publication which were received at the New York Library Association Conference, October 25-29, 1989.

It is requested that you send a sample issue, or further information if it is impractical to send a sample. As an extra service we are including pressure sensitive labels, along with a printed listing of the names and addresses.

We appreciate the opportunity to work with you and hope that we will be able to display your publication or publications at future conferences. If there is any way that I can be of assistance please contact me. I would be delighted to help in any way possible.

Sincerely,


Sandra Young, Coordinator
EBSCO Sample Issue Program

enclosures



INPUT EDI REPORTER

Kathie Sullivan, Law Librarian
McNamee, Lochner, Titus and Williams
P. O. Box 459
Albany, NY 12201
518-434-3136

Alicia Chaperro, Assistant Librarian
EPSIS/VESID Library
209 EB
Albany, NY 12234

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EBSCO
SAMPLE
ISSUE
PROGRAM

American Library Association Midwinter Conference
January 13-18, 1990 in Chicago, Illinois

To display your publication at the American Library Association Midwinter Conference just check the information about your publication which is listed below and correct any information which is in error. Mark the box indicating that you would like your publication to be displayed and return the form in the enclosed prepaid envelope. Don't forget to send the samples you would like to display. Hurry! Deadline is December 15, 1989.

REFERENCE #: 2701

Victor S. Wheatman
Input
1280 Villa Street
Mountain View, CA 94041

TITLE: INPUT EDI REPORTER

DESCRIPTION: Examines usage of and markets for
electronic data interchange - paperless
purchasing and related business functions.
Has calendar of events and conference
reports.

PRICE:

\$295

FREQUENCY: MONTHLY

☐ Yes, I want my publication to be displayed at the American Library Association Midwinter Conference.
Enclosed is a sample issue of the publication for display at the conference.

() I agree to provide a sample copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.

() I am unable to send sample copies, but will send additional information to librarians who request it.

I'm enclosing \$_____. (Amount due equals the number of publications to be displayed multiplied by the display fee. \$55 for books, \$45 for periodicals.)

Please bill me \$_____. (Amount due includes a \$5.00 handling charge PER PUBLICATION.)

COST

\$55 PER BOOK / \$45 PER PERIODICAL

Checks written on non-U.S. banks should include a \$5.00 handling charge.

Please use separate sheet for additional titles.

Mailing Address EBSCO Subscription Services
ATTN: Sandra Young
P.O. Box 1943
Birmingham, AL 35201-1943

Shipping Address EBSCO Subscription Services
ATTN: Sandra Young
5724 Highway 280 East
Birmingham, AL 35242

Signature: _____

**American Library Association
Midwinter Conference
January 13-18, 1990
Chicago, Illinois**

The American Library Association Midwinter Conference attracts librarians from all over the United States. Librarians who attend the Midwinter Meeting are comprised of the Executive Board, the Budget Assembly, Councilors, members of the executive board of the divisions and round tables, and officers of committees and sections. All have been selected because of their contribution to the library profession. Approximately 8,000 attendees are expected at the conference and exhibits this year.

EBSCO's booth representatives greet and assist conference attendees. EBSCO provides conference attendees with a free printed listing of all publications on display. A request form is provided for librarians to use in requesting samples of periodicals and information about books.

After the conference these names and addresses are forwarded to you and you follow up with sample copies or information to these 'HOT' leads.

If you have questions contact:

Sandra Young
Telephone 205-991-1280
FAX 205-991-1479

ACT NOW: Check the information about your publication which is listed on the other side of the form. Return the form and your display samples to EBSCO before December 15, 1989.

EBSCO'S SAMPLE ISSUE PROGRAM 1989-90 CONFERENCE SCHEDULE

☒ Yes, I want my publication(s) to be displayed at the library-related conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen. **NOTE:** Deadline for registration is one month prior to conference date.

1989-1990 Conferences

- ☐ North Carolina Library Association
October 10-13, 1989, Charlotte, NC
- ☐ Pennsylvania Library Association
October 11-14, Pittsburg, PA
- ☐ American Association of School Librarians
October 19-22, Salt Lake City, UT
- ☐ New York Library Association
October 25-29, Saratoga Springs, NY
- ☐ Georgia Library Association
October 25-29, Jekyll Island, GA
- ☒ American Society for Information Science
October 29-November 2, Washington, DC
- ☒ Online '89 Meeting
November 7-9, Chicago, IL
- ☐ California Library Association
November 11-14, Oakland, CA
- ☐ American Library Association - Midwinter
January 13-18, 1990, Chicago, IL

- ☐ Computers in Libraries
March, 1990, Washington, DC
- ☐ Illinois Library Association
May 1-4, Springfield, IL
- ☐ Texas Library Association
April, 1990, Texas
- ☐ Mountain Plains Library Association
April, 1990
- ☐ Florida Library Association
May, 1990, Florida
- ☐ National Online '90 Meeting
May 1-3, New York, NY
- ☐ Medical Library Association
May 18-24, Detroit, MI
- ☒ Special Libraries Association
June 9-14, Pittsburgh, PA
- ☐ American Association of Law Libraries
June 24-27, Minneapolis, MN
- ☐ American Library Association
June 23-29, Chicago, IL

EBSCO provides conference attendees with a printed listing of all publications on display. A REQUEST FORM is provided to use in requesting sample issues of any magazine, journal, newspaper or newsletter. Following the conference, we forward any requests for sample issues or additional information to you.

COST PER CONFERENCE
\$55 per book/\$45 per periodical

☒ I agree to provide a sample copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.

☐ I am unable to send sample copies, but will send additional information to librarians who request it.

☐ I'm enclosing \$ 90 (Amount due equals the number of publications to be displayed multiplied by the display fee PER CONFERENCE.)

☐ Please bill me \$ _____ (Amount due includes a \$5.00 handling charge PER PUBLICATION, PER CONFERENCE.)

(Please Type or Print)

Publication Title: INPUT'S EDI Reporter

Frequency: mo Price: \$95/year ISSN/ISBN: N/A

Descriptive Copy (25 words or less): Provides monthly "inside" coverage of the Electronic Data Interchange industry - the electrification of routine business documents.

Signature: [Signature] Print Name: Victor S. Wharton

Firm: INPUT Address: 1200 U.I. ST

City: MT. View State: CA Zip: 94041 Country: US

Telephone: (415) 961 3300 Date: 9/6/89

Please use separate sheet for additional titles.



August 25, 1989

*For your
records*

Victor S. Wheatman
INPUT EDI REPORTER
Input
1280 Villa Street
Mountain View, CA 94041

Subject: Display of INPUT EDI REPORTER at the following conferences:

Pennsylvania Library Association - October, 1989
New York Library Association - October, 1989
Georgia Library Association - October, 1989
California Library Association - November, 1989

Dear Publisher:

Thank you for making reservations to exhibit your publication and for your payment of \$180.00.

As indicated on the reservation card, a sample of your publication will be displayed and your title will be listed on a form at each meeting whereby interested parties may request a sample copy and/or additional information. An EBSCO representative will administer the display program and will be responsible for collecting inquiries. Afterward, these names and addresses will be forwarded to you for follow-up.

It is a pleasure to be working with you in this program, and I hope it proves to be a successful endeavor.

Sincerely,

Sandra Young

Sandra Young, Coordinator
EBSCO SAMPLE ISSUE PROGRAM

P.S. Your samples (4) ⁴were received in good condition. Thanks!

696 82 90





P.O. Box 1943 • Birmingham, AL 35201 • (205) 991-1280 • Fax (205) 991-1479

August 25, 1989

*For your
records*

Victor S. Wheatman
INPUT EDI REPORTER
Input
1280 Villa Street
Mountain View, CA 94041

Subject: Display of INPUT EDI REPORTER at the following conferences:

Pennsylvania Library Association - October, 1989
New York Library Association - October, 1989
Georgia Library Association - October, 1989
California Library Association - November, 1989

Dear Publisher:

Thank you for making reservations to exhibit your publication and for your payment of \$180.00.

As indicated on the reservation card, a sample of your publication will be displayed and your title will be listed on a form at each meeting whereby interested parties may request a sample copy and/or additional information. An EBSCO representative will administer the display program and will be responsible for collecting inquiries. Afterward, these names and addresses will be forwarded to you for follow-up.

It is a pleasure to be working with you in this program, and I hope it proves to be a successful endeavor.

Sincerely,

Sandra Young

Sandra Young, Coordinator
EBSCO SAMPLE ISSUE PROGRAM

P.S. Your samples (4) were received in good condition. Thanks!

6061 82 904



**Reservation Form
EBSCO's Sample Issue Program**

(Please type or print)

Publication Title: INPUT EDI Reporter

Freq: MO Price: \$295

Descriptive Copy (25 words or less): Examines usage
of and markets for Electronic Data
Interchange - paperless purchasing
and related business functions.
Has calendar of events and conference
reports.

Company: INPUT

Address: 1280 Villa ST

City/State/Province: CA Zip: 94041

Country: USA

Telephone: (415) 961-3300

Signed by: Victor S. Uberton

Print Name: Victor S. Uberton

Date: 8/21/89

Please use separate sheet for additional titles.

Questions? Call Sandra Young, (205) 991-1280.

Mailing EBSCO Subscription Services
Address: ATTN: Sandra Young, Adv. Dept.
P.O. Box 1943
Birmingham, AL 35201-1943 U.S.A.

Please Note: Use Mailing Address (above) ONLY for packages
being sent via U.S. Mail. Otherwise, use Shipping Address
below:

Shipping EBSCO Subscription Services
Address: ATTN: Sandra Young, Adv. Dept.
Top of Oak Mountain, Hwy. 280E
Leeds, AL 35094, U.S.A.

Complete this reservation form and return with sample
issue(s) before the earliest deadline to display at all six
conferences!

Additional Promotional Opportunities

- ☐ I am interested in learning about the possibility
of advertising in EBSCO's catalogs for the various library
markets.

**EBSCO will
display your
publication for
thousands of
librarians to see
in...**

**...Pennsylvania
...New York
...California
...North Carolina
...Georgia
...Utah**

Please route this itinerary to:

- ☐ The Circulation Director
☐ The Promotion Director
☐ The Editor
☐ The Publisher



EBSCO's Sample Issue Program is your selling tool to influential librarians across the country.

Every year, members of library associations in every state gather at conferences to share ideas and learn more about their industry. EBSCO will be there, too, with its Sample Issue Program. Through this program, publishers from around the world can place their publications before the influential librarians who order subscriptions. Join EBSCO in North Carolina, Pennsylvania, Utah, New York, Georgia, and California. Include your titles in EBSCO's impressive list of publications, and have them at the fingertips of librarians nationwide!

For only \$45, your magazines, journals, newsletters, and newspapers will be seen by thousands of librarians. These are the librarians you want to influence - and EBSCO's Sample Issue Program is the way to access those librarians.

Here's what EBSCO does:

EBSCO's booth representatives greet and assist conference attendees and provide them with a free printed listing of all publications on display. A request form is provided for librarians to use in requesting sample issues of any magazine, journal, book, newspaper or newsletter which interests them. Following the conference, we forward any requests for sample issues to you. In the case of books, annuals, directories or other costly publications, librarians can request additional information. These requests are also forwarded to you after the conference.

Here's all you do:

Just send your completed reservation form and one sample copy for each conference you choose to the address on the reverse side of the reservation form. Your sample(s) will not be returned to you following the conferences unless you specifically request it. After the conference, just fulfill the requests you receive from EBSCO.*

* Understandably, EBSCO can in no way guarantee requests for your publication(s).

Reservation Form EBSCO's Sample Issue Program

YES, I want my publication(s) to be displayed at the fall conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen.

- ☒ I agree to provide a copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.
- ☐ Because my publication is a book, annual, directory or other costly publication, I am unable to send sample copies to those expressing interest, but I will send additional information on the publication.
- ☐ Please RETURN publication to me following the conference. I understand there is an additional \$10.00 charge per publication for this service.

COST PER CONFERENCE

\$45 per periodical

\$55 per book

Add \$10 if publication is returned to you

- ☐ I'm enclosing \$180. (Amount due equals number of publications to be displayed multiplied by display fee PER CONFERENCE.)
- ☐ Please bill me \$_____. (Amount due includes cost plus a \$5.00 handling charge per publication per conference.)

* U.S. Dollars. Checks written on non-U.S. banks should include a \$5.00 handling charge.

- ☐ North Carolina Library Association
October 10-13, Charlotte, NC
- ☒ Pennsylvania Library Association
October 11-14, Pittsburgh, PA
- ☐ American Association of School Librarians
October 19-22, Salt Lake City, UT
- ☒ New York Library Association
October 25-29, Saratoga Springs, NY
- ☒ Georgia Library Association
October 25-29, Jekyll Island, GA
- ☒ California Library Association
November 11-14, Oakland, CA

Reservation deadline is 30 days before conference date.
Please complete reverse side of reservation form.



EBSCO

SUBSCRIPTION SERVICES

August 23, 1989

Sheilia Collins
INPUT
1280 Villa Street
Mountain View, CA 94041

Dear Ms. Collins:

It was a pleasure speaking with you on the telephone. The enclosed brochure outlines the services which we have developed to increase circulation and decrease administrative problems for publishers.

Primarily, our efforts are aimed toward subscription acquisition in libraries of all types - academic, school, public, government, research, medical, corporate, law. Our field staff of professional sales and service people assists librarians and purchasing agents with serials selections, and provides service during the life of the subscription.

EBSCO offers these publisher services with no upfront cost to you. Your products are added to our file and catalog listings along with pertinent subscription information. When an order is acquired and forwarded to you, we ask that we be allowed to remit at a reduced rate of 90%. The 10% difference between the retail price and our remittance is our commission for acquiring and renewing the subscriber, and for handling all communications with that subscriber.

Your interest in EBSCO is appreciated. Thank you for reviewing this letter and the enclosed brochures. If I can be of service, please contact me at your convenience.

Sincerely,



Karen Holmes
Publisher Relations Coordinator

Enclosures

RECEIVED
AUG 28 1989
MOUNTAIN VIEW

PUBLISHER RELATIONS
P.O. BOX 1943
BIRMINGHAM, AL 35201
USA (205) 991-1437
TELEX: 78-2662
FAX: (205) 991-1479

626 S. Northwestern Highway
Barrington, IL 60010
(312) 385-2290

P.O. Box 2543
Birmingham, AL 35202
(205) 991-6725/6726
Telex 78-2663

5500 Alpha Road
Dallas, TX 75240
(214) 367-2426

2727 Bryant Street-Suite 100
Denver, CO 80221
(303) 433-8741/433-3235

P.O. Box 92901
Los Angeles, CA 90009
(313) 772-5345

EBSCO Building
Red Bank, NJ 07701
(201) 843-3000
Telex 132-404

3 Waters Park Drive
Suite 211
San Mateo, CA 94403
(415) 572-1300

6000 Forbes Place-Suite 204
Springfield, VA 22151
(703) 325-3030

37-39 Washington Avenue
Trenton, NJ 07670
(201) 394-2540/(212) 465-3755 N.Y.
Telex 13-5135

Foreign Direct Office
P.O. Box 2881
Birmingham, AL 35201
(205) 991-6600
Telex 78-2663

Bermet EBSCO Subscription Services
35 Mitchell Street
North Sydney, NSW 2060
Australia
612-5500
Telex 23587

EBSCO Ltda
Rua do Branco
20-054-Rua De Janeiro-RJ
Brasil
212-3421/212-3787

CANESCO Subscription Services
Via MacGill Road
Scarborough Ontario
Canada M1S 4Z5
(416) 297-6183

EBSCO Subscription Services
Via Ruggieri 20
10128 Ivorio
Italy
39-11-544626

EBSCO Subscription Services
P.O. Box 204
1430-AE, Antwerp
The Netherlands
21-020777-2344
Telex 16529

EBSCO Subscription Services
Wernerstrasse 15
D-8000 MUNICH 40 West Germany
0049-89-348300

Les Services d'abonnement
CANESCO LTD
Six Rue Des Drapeaux
Suite 204
St. Lambert, Quebec
Canada H6T 1L3
(514) 872-1678

EBSCO
BIRMINGHAM, AL

J.T. STEPHENS, PRESIDENT
BIRMINGHAM, ALABAMA 35201
(205) 991-6600



For as little as \$45 per publication per conference, your magazines, journals, newsletters, books, and newspapers will be seen by thousands of librarians and other subscription buyers. These are the librarians you want to influence -- and EBSCO's Sample Issue Program is the way to access those librarians.

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tional information. These requests are also forwarded to you after the conference.

Here's all you do:

Just send us **one sample copy per conference of each publication** you wish to display, along with the completed reservation form on the reverse side before the reservation deadline. **Your samples will not be returned following the conference unless you specifically request it.** Send sample(s) and form to the address shown below. After the conference, just fulfill the requests you receive from EBSCO.*

*Understandably, EBSCO can in no way guarantee requests for your publication(s).

NOTE: If you are shipping through the postal service, use **mailing address** listed

at right. If you are shipping through a commercial carrier such as United Parcel Service or Federal Express, use **shipping address**. Reservation deadline is one month prior to conference date.

QUESTIONS? Call Sandra Young, (205) 991-1280.

Mailing address:

EBSCO Subscription Services
Attn: Sandra Young
P.O. Box 1943
Birmingham, AL 35201 U.S.A.

Shipping address:

EBSCO Subscription Services
Attn: Sandra Young
Top of Oak Mountain, Hwy. 280
Leeds, AL 35094 U.S.A.



EBSCO's Sample Issue Program 1989-90 Conference Schedule

Please route to:

- ☐ The Circulation Director
- ☐ The Promotion Director
- ☐ The Editor
- ☐ The Publisher

EBSCO'S SAMPLE ISSUE PROGRAM 1989-90 CONFERENCE SCHEDULE

☐ Yes, I want my publication(s) to be displayed at the library-related conference(s) checked below. Enclosed is one sample issue of each publication for each conference chosen. **NOTE:** Deadline for registration is one month prior to conference date.

1989-1990 Conferences

- ☐ North Carolina Library Association
October 10-13, 1989, Charlotte, NC
- ☐ Pennsylvania Library Association
October 11-14, Pittsburg, PA
- ☐ American Association of School Librarians
October 19-22, Salt Lake City, UT
- ☐ New York Library Association
October 25-29, Saratoga Springs, NY
- ☐ Georgia Library Association
October 25-29, Jekyll Island, GA
- ☐ American Society for Information Science
October 29-November 2, Washington, DC
- ☐ Online '89 Meeting
November 7-9, Chicago, IL
- ☐ California Library Association
November 11-14, Oakland, CA
- ☐ American Library Association - Midwinter
January 13-18, 1990, Chicago, IL

- ☐ Computers in Libraries
March, 1990, Washington, DC
- ☐ Illinois Library Association
May 1-4, Springfield, IL
- ☐ Texas Library Association
April, 1990, Texas
- ☐ Mountain Plains Library Association
April, 1990
- ☐ Florida Library Association
May, 1990, Florida
- ☐ National Online '90 Meeting
May 1-3, New York, NY
- ☐ Medical Library Association
May 18-24, Detroit, MI
- ☐ Special Libraries Association
June 9-14, Pittsburgh, PA
- ☐ American Association of Law Libraries
June 24-27, Minneapolis, MN
- ☐ American Library Association
June 23-29, Chicago, IL

EBSCO provides conference attendees with a printed listing of all publications on display. A REQUEST FORM is provided to use in requesting sample issues of any magazine, journal, newspaper or newsletter. Following the conference, we forward any requests for sample issues or additional information to you.

COST PER CONFERENCE
\$55 per book/\$45 per periodical

- ☐ I agree to provide a sample copy of my publication to any librarian who requests a sample issue through the EBSCO Sample Issue Program.
- ☐ I am unable to send sample copies, but will send additional information to librarians who request it.
- ☐ I'm enclosing \$_____. (Amount due equals the number of publications to be displayed multiplied by the display fee PER CONFERENCE.)
- ☐ Please bill me \$_____. (Amount due includes a \$5.00 handling charge PER PUBLICATION, PER CONFERENCE.)

(Please Type or Print)

Publication Title: _____

Frequency: _____ Price: _____ ISSN/ISBN: _____

Descriptive Copy (25 words or less): _____

Signature: _____ Print Name: _____

Firm: _____ Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: (_____) _____ Date: _____

Please use separate sheet for additional titles.

For as little as \$45 per publication per conference, your magazines, journals, newsletters, books, and newspapers will be seen by thousands of librarians and other subscription buyers. These are the librarians you want to influence -- and EBSCO's Sample Issue Program is the way to access those librarians.

Here's what EBSCO does:

EBSCO's booth representatives greet and assist conference attendees and provide them a **free** listing of all publications on display. A **request form** is provided for librarians to use in requesting sample issues of any magazine, journal, book, newspaper or newsletter which interests them. Following the conference, we forward any requests for sample issues to you. In the case of books, annuals, directories or other costly publications, librarians can request addi-

tional information. These requests are also forwarded to you after the conference.

Here's all you do:

Just send us **one sample copy per conference of each publication** you wish to display, along with the completed reservation form on the reverse side before the reservation deadline. **Your samples will not be returned following the conference unless you specifically request it.** Send sample(s) and form to the address shown below. After the conference, just fulfill the requests you receive from EBSCO.*

*Understandably, EBSCO can in no way guarantee requests for your publication(s).

NOTE: If you are shipping through the postal service, use **mailing address** listed

at right. If you are shipping through a commercial carrier such as United Parcel Service or Federal Express, use **shipping address**. Reservation deadline is one month prior to conference date.

QUESTIONS? Call Sandra Young, (205) 991-1280.

Mailing address:

EBSCO Subscription Services
Attn: Sandra Young
P.O. Box 1943
Birmingham, AL 35201 U.S.A.

Shipping address:

EBSCO Subscription Services
Attn: Sandra Young
Top of Oak Mountain, Hwy. 280
Leeds, AL 35094 U.S.A.



EBSCO's Sample Issue Program 1989-90 Conference Schedule

Please route to:

- ☐ The Circulation Director
- ☐ The Promotion Director
- ☐ The Editor
- ☐ The Publisher

EBSCO'S SAMPLE ISSUE PROGRAM 1989-90 CONFERENCE SCHEDULE

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- ☐ Please bill me \$_____. (Amount due includes a \$5.00 handling charge PER PUBLICATION, PER CONFERENCE.)

(Please Type or Print)

Publication Title: _____

Frequency: _____ Price: _____ ISSN/ISBN: _____

Descriptive Copy (25 words or less): _____

Signature: _____ Print Name: _____

Firm: _____ Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: (_____) _____ Date: _____

Please use separate sheet for additional titles.

PS SY

EBSCO's Publisher Promotion & Fulfillment Information Card *(All information is strictly confidential.)*

YES!

Because my publication has fewer than 20,000 paid subscribers and a selling price of \$50 or over, I am likely to qualify for EBSCO's Publisher Promotion & Fulfillment services. Please contact me with further details.

Name of publication(s) _____

Number of current paid subscriptions _____ Annual price of subscription(s) _____

What average percentage of your subscribers renew each year? _____

How many pieces of direct mail do you send out annually to promote new subscriptions (e.g., 5,000, 10,000, 50,000, etc.)? _____

Name _____ Position _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Beth Bradley, Publisher Promotion & Fulfillment, EBSCO Industries, Inc., P.O. Box 1943, Birmingham, AL, 35201
Phone (205)991-1176 Fax (205)995-1588

Detach here and mail today!

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INDUSTRIES
INC. 

**Watch your circulation and
your profits increase
while your headaches and
expenses decrease.**

Your own subscription office. It's waiting for you.

Look inside for details now!

A Very Important Announcement from EBSCO

PLEASE ROUTE:

- ☐ Publisher
- ☐ Managing Editor
- ☐ Sales/Marketing Manager
- ☐ Business Manager
- ☐ Circulation Director

**You can hand over all
those promotion and
renewal details to
specialists who will give
you the personal service
you deserve.**



Look inside to see how!

EBSCO
INDUSTRIES
INC. 

Get the Customized Service and Reports You Can't Get from Other Advertising or Fulfillment Services

Dear Publisher:

You know how important it is to produce effective promotional literature, to send renewal notices promptly, and to process orders efficiently.

You also know how time-consuming those details can be if you handle them yourself . . . or if your fulfillment office isn't handling them efficiently leaving you to deal with dissatisfied subscribers.

Now, if you have a subscriber base of under 20,000 and a selling price of \$50 or over, you may qualify to turn all those headaches over, with no risk, to specialists who will handle your renewals, conduct your promotions, handle your customer service, and provide you with the data you need to do your job better.

You will get the experience, the contacts, the computers, the phones, and the people. We'll do the job with the care and expertise you would give it — if you had time.

We'll process the orders, mail the claims, handle the complaints, and update the files. We'll create and finance your promotions . . . produce them at our expense and even pay for all the printing and mailing. All you do is mail your issues and reap your profits.

Publishers from around the world have used our promotion and fulfillment services for years. Now it's your turn. Whether your publication is a journal, a newsletter, or an annual, we can do the work for you. If your subscriber base is less than 20,000 and your selling price \$50 or over, you may qualify for our special program.

Fulfillment/Renewals — Here's what you'll get:

- Toll-free number for your subscribers, at our expense.
- Your own customer representative to process orders, take calls, handle questions and claims, and mail sample copies.
- Full, multi-letter renewal series with telephone follow-up.
- Telephone renewal analysis reports.
- Maintenance of your subscriber base, including paid and complimentary subscribers.

- Regular order summaries and payment to you.
- Mailing labels.
- Statistical reports including breakdowns by geographic area and subscriber type and year-to-date comparisons by new and renewal.

Promotions — Here's what we can do for you:

- Pinpoint key markets for your direct mail and acquire or produce mailing lists.
- Create, produce and mail your promotional material.
- Represent your publication at library and specialized conferences.
- Advertise in appropriate EBSCO catalogs.
- Analyze marketing statistics and track source codes of new subscribers.
- Send you customized reports on our promotional efforts . . . you'll know what we mail, how many we mail, the markets we mail to, what works and why, what doesn't, and how we'll improve our efforts the next time.

Your subscribers will notice how your publication has improved because you'll be free to concentrate on the editorial details of publishing.

You'll rest easier, knowing that our team of specialists is working for you. You'll have the best of both worlds . . . complete control of your promotion and fulfillment operations with none of the worries.

If you want more information on our services, and a quote at no obligation, fill out the no-risk information card below and send it in today.

Yours for a Profitable Future,

Beth Bradley
Beth Bradley
General Manager

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(205) 991-8725/8728 Telex 78-2883
James C. McClendon, General Manager
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Springfield, VA 22151
(703) 321-9830

Alan F. Block, General Manager
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Trenton, NJ 07670
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(212) 895-3715 (New York) Telex 13-5125

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Foreign Direct Office
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20.054 - Rio de Janeiro-RJ Brazil
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Michelle Dugas, Office Manager
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St. Lambert, Quebec, Canada J4P 1L3
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3162977-29949 Telex 18529

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Gladys Morra, Office Manager
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Yayinlar Temsilciligi
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06540 ANKARA
Turkey
Tel: 258894 Telex: 48330

SERVING: Illinois, Indiana, Iowa,
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SERVING: Alabama, Florida, Georgia,
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SERVING: Arkansas, Louisiana,
Oklahoma, Texas, Central America,
and Mexico

SERVING: Colorado, Kansas,
Montana, Nebraska, North and South
Dakota, Utah, Wyoming

SERVING: Arizona, California (San
Luis Obispo, Kern, and San
Bernardino Counties and everything
South), Nevada, New Mexico

SERVING: Connecticut, Maine,
Massachusetts, New Hampshire,
Rhode Island, South New Jersey,
Southeastern Pennsylvania, Vermont

SERVING: Alaska, California (North of
San Luis Obispo, Kern, and San
Bernardino Counties), Hawaii, Idaho,
Oregon, Washington, U.S. Territory
Islands in the Pacific

SERVING: Delaware, Maryland, North
Carolina, Virginia, Washington, D.C.,
West Virginia

SERVING: New York, North New
Jersey, Pennsylvania (except the
Southeastern section)

SERVING: All nations except Australia,
Brazil, Canada, Central America,
Mexico, New Zealand, U.S.A., and
those in Western Europe

SERVING: Australia and New Zealand

SERVING: Brazil

SERVING: Canada, except Quebec

SERVING: Quebec

SERVING: Western Europe except
Italy and West Germany

SERVING: West Germany

SERVING: Italy

SERVING: Turkey

The Subscription Agency

A BASIC INTRODUCTION



Why Use a Subscription Agency?

When you order serial subscriptions directly from publishers, processing and mailing orders to each publisher is necessary. You must then receive and approve an invoice from each publisher, prepare and mail a check to each publisher, and eventually reconcile and file all those checks. Without considering the clerical and paperwork expense, the cost of postage and envelopes alone would be significant.

When you realize that it is not unusual for some subscribers to order hundreds or even thousands of subscriptions each year, you can readily see what a mountain of paperwork results. Imagine the publishers in the diagram below multiplied by 1,000 or more for a visual picture of the paperwork problem.

Consequently, using a subscription agency is highly desirable because virtually all of this paperwork and cost are transferred to the agency. When a subscriber uses an agency, the paperwork flow is simpler, more accurate, and cost effective.

A subscription agency reduces time-consuming paperwork to three simple steps.

You can send one order for all your titles to the agency. The agency will send back one completely detailed invoice which can be paid with one check, thus relieving the subscriber of a mass of paperwork and the internal cost of the clerical effort involved. You can appreciate the simplification by comparing the diagrams below.

The agency takes your order and "processes" it. This means that an order is sent to the publisher of every title you want, with full payment attached... thus acting as the subscriber's "agent."

It is interesting to note that even though an agency orders hundreds of thousands of publications, the agency never actually sees the publications. When an order is sent to the publisher, the agency specifies the subscriber's mailing address so that the publications will be sent directly to the subscriber.

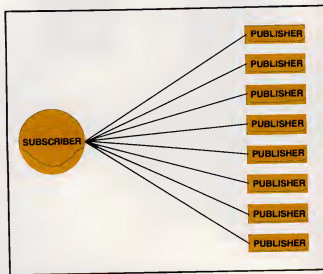
The subscription agency orders your titles from the publisher, who in turn sends the periodicals directly to you.

EBSCO Subscription Services is an "agency" because (1) orders are placed with publishers for clients, and (2) publishers are paid for these subscriptions, while being instructed to mail the issues directly to you.

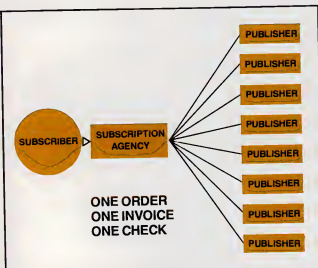
The agency's invoice to the library is, in effect, a request for reimbursement of the agency's money paid to publishers for serial subscriptions, plus possible agency service charges. The service or "handling" charges are discussed with each client before any order is placed.

A successful agency is a "middleman" who works effectively and honorably with both the subscribers and publishers.

The agency guarantees accurate placement of orders with publishers and guarantees that those orders are paid. However, agencies are not publishers' representatives, nor do they receive, stock or mail the issues. Consequently, they cannot guarantee ultimate delivery, nor can they assume the subscriber's financial risk in the event of publisher failure or other non-agent responsibilities. However, the agency is obligated to work diligently in the subscriber's behalf in an attempt to secure delivery.



Without A Subscription Agency



With A Subscription Agency

A LOOK AT EBSCO SUBSCRIPTION SERVICES.

EBSCO has 10 U.S. regional offices and 8 international locations, strategically located and staffed so that each office can give complete and personalized service to its library customers. No other agency is set up to provide full and personal service from each regional office. The regional services are as follows.

1. ORDER PROCESSING

EBSCO's Order Processing Department initially processes your order.

The Order Processing Department is responsible for clerically processing a customer's title list. EBSCO's title file (consisting of approximately 165,000 titles), which includes pricing and coding information, is conveniently available online through EBSCONET®. Through the use of the online system, each title on an order can be located on the master file. The Order Processor will then apply all codes and information necessary for the computer to properly price and process the customer's order. EBSCO's quality service begins here.

2. CUSTOMER SERVICE

EBSCO's Customer Service Representative is your "day-to-day" contact concerning your account.

Although an order is processed accurately by EBSCO, there is still the chance that a problem could arise with the final delivery to the subscriber. This can result from any number of reasons such as publisher error, post office difficulties, labor strikes, or faulty mailing labels.

When problems arise, you can report all of them to one source, the EBSCO Customer Service Representative assigned to your account. EBSCO Customer Service Representatives work exclusively on the customer's behalf, contacting the publishers in an attempt to correct the problems and even providing proof of payment when required. Claims made online are input directly to EBSCO's host computer in Birmingham to provide immediate communication with publishers.

All files and records of your account are maintained in your regional office so that prompt, complete action is possible.

3. SALES AND SERVICE CALLS

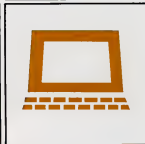
With EBSCO, you have contact with your regional General Manager and Sales Representative, as well as your Customer Service Manager.

Sales and service calls are generally conducted by the General Manager, Sales Representative, or Customer Service Manager from each regional office. This assures continuity between each client's individual requirements and the office servicing these requirements, while allowing communication to be maintained at the most efficient level. In addition, in-service training sessions/workshops are available on request.

4. ACCOUNTS RECEIVABLE

Each regional office maintains their clients' Accounts Receivable records.

Monthly statements of your account are mailed from each regional office. And since all files are maintained locally, the Accounts Receivable Clerk can answer any questions about charges, payments, etc., locally.



EBSCO Can Help You Manage Your Serials More Effectively

Order Coding, Customer Service, Sales and Service Calls and Accounts Receivable are performed in each of EBSCO's regional offices to provide the most effective service for our customers. Other functions are centralized in our International Headquarters for greater efficiency and economy to provide even better service to our clients while holding service charges to a minimum. Some of these centralized functions include:

- **Data Processing** -Produces orders and checks for publishers; invoices, renewal notices, and customized reports to clients; and serves as the host computer and communication control center for EBSCONET® Online Subscription Service.
- **Title Information**—Conducts bibliographic searches, as well as title and price file maintenance for over 165,000 periodicals.
- **Publisher Services**—Maintains film of orders and checks, follows up on cancellation requests, produces proof of payment photocopies, handles publisher adjustments, etc.
- **Publisher Relations**—Communicates with publishers to promote understanding of library needs; examines methods to aid publishers in rendering better service.
- **Advertising** -Produces catalogs, bibliographic and serial change bulletin publications, descriptive literature, etc.

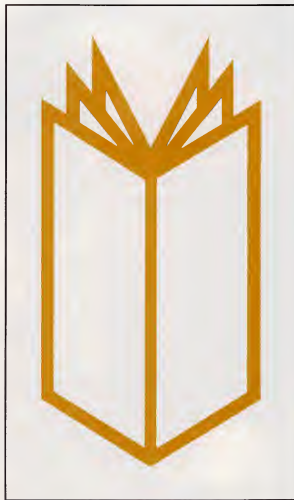
Is it worth it to the subscriber to have to pay the possible service charge?

Compared to the internal costs of ordering directly from publishers, an agency service charge is minimal. Actually, the agency could not even do the work for the service charge alone. Most of the agency's revenue is derived from publisher commissions. Only the difference between a reasonable profit margin and publisher commissions is applied as a service charge, so any resulting service charges are still far less than internal ordering costs.

This is generally true of all agencies. However, there are significant variations in operational procedures and service policies among agencies. EBSCO provides many services which are unique in the industry and others which are among the more sophisticated available. Yet, our service charges are competitive with other agencies.

What is a Serial?

A serial is any publication issued in successive parts, usually bearing numerical or chronological designations and intended to be continued indefinitely. Serials include all publications published on a continuing basis, no matter what the format or frequency: periodicals, newspapers, yearbooks, annuals, book/monograph series—both numbered and unnumbered, regular and irregular—continuations, proceedings, abstracts and indexes. GPO and NTIS, serial publications available in microform, and more, no matter where published or by whom.

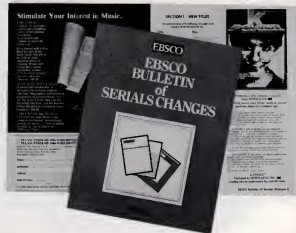


EBSCO BULLETIN OF SERIALS CHANGES

The EBSCO Bulletin of Serials Changes is an ideal publication in which to promote new titles, as well as established titles which are undergoing some change, to thousands of librarians worldwide who subscribe to this bimonthly service. Designed to assist librarians with the seemingly never-ending task of maintaining current publishing information, this valuable publication provides the most up-to-date information available on the following:

New Titles	Merged Titles
Name Changes	Split Titles
Discontinued Titles	Delivery Problems
Suspended Titles	Frequency Changes

Resumed Publication
Additional/Supplementary Volumes
Cumulated Index: Titles to Section



EBSCO

SUBSCRIPTION SERVICES

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Display Advertising Rate Card

*Seven periodicals for
selling your titles
to libraries and
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Print Order: 12,000

CLOSING DATE

January 1
March 1
May 1
July 1
September 1
November 1

PUBLICATION DATE

January 31
March 31
May 31
July 31
September 30
November 30

SPECIFICATIONS: Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

1 page
1/2 page-Vertical
Inside Covers
Editorial Listing (30-words)

WIDE	DEEP	
7 1/2" x 10"		\$275
3 1/2" x 10"		175
7 1/2" x 10"		325
		39

*Effective April 1989
Card No. 38*

**EBSCO
INDUSTRIES, INC.**

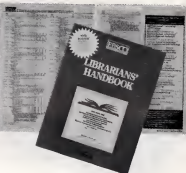


International Headquarters
P.O. Box 1943
Birmingham, AL 35201
(205) 991-6600
Fax # (205) 991-1479
Telex: 78-2661

LIBRARIAN'S HANDBOOK

Containing some 130,000 domestic and foreign titles, the Librarian's Handbook is the most comprehensive serials directory in the world. It is the definitive source and buying guide for librarians and purchasing agents worldwide. The use of this Handbook eliminates the need for consulting any other reference. Complete bibliographic information is given for all types of serials. A Subject Category Serial Listing is also included. To provide more complete reference data, 50 word, boldface editorials are available at \$74 each. All titles editorially listed in the alphabetical section are automatically listed in boldface in the subject category listing.

The Handbook is distributed to major customers via mail, by each of EBSCO's branch offices and at library association conferences. These customers include college and university libraries, industrial accounts, government agencies, public libraries, and research centers throughout the world.



Print Order: 25,000

CLOSING DATE

March 1—Editorial Listings

March 1—Display Ad Reservations

March 15—Display Ad Copy

SPECIFICATIONS: Web Offset—one color with halftones of 85-line screen required. Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP		*EA. EDITORIAL LISTING
1 page	7 1/2" x 10"		\$1090	\$38
1/2 page-Vertical	3 1/2" x 10"		625	43
1/4 page	3 1/2" x 5"		425	48
1/8 page	3 1/2" x 2 1/2"		325	53
1st page following editorial matter	7 1/2" x 10"		1150	38
Full page tab				
(2-color)**	7 1/2" x 10"		1395	38
(4-color)**	7 1/2" x 10"		2100	38
Inside Covers	7 1/2" x 10"		3250	38
Your promotional flyer loosely inserted			1750	38

*Display advertisers receive one free editorial listing. Individual Editorial Listings (50-words) \$79 each.

**Color ads: color-separated composite negative for each color; 133 line screen required on TAB ads.

PUBLICATION DATE

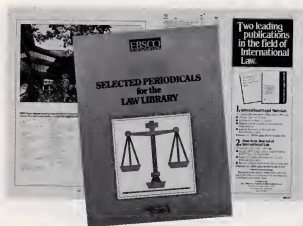
Annually in July

PERIODICALS FOR LAW LIBRARIES

Make the influential buyer aware of WHO you are and WHY your publication belongs in their law library by zeroing in on this specialized audience.

12,000 catalogs will be published in July delivering pertinent information on thousands of law and law related periodicals to legal firms, judicial libraries, teaching schools, and businesses with legal departments.

Distribution of the PERIODICALS FOR LAW LIBRARIES will begin with the American Association of Law Libraries conference which is held annually in July, as well as by direct mail, through personal sales contacts, and at all National, Regional and State Library Association meetings which we attend each year.



Print Order: 12,000

CLOSING DATE

May 1—Reservations

May 15—Ad Copy

PUBLICATION DATE

Annually in July

SPECIFICATIONS: Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.** 133 line screen required.

	WIDE	DEEP	
1 page	7 1/2" x 10"		\$ 975
1/2 page-Vertical	3 1/2" x 10"		595
1/4 page	3 1/2" x 5"		325
1st Page Following Editorial Matter	7 1/2" x 10"		1050
Inside Covers	7 1/2" x 10"		1350
Back Cover (2 Colors)	7 1/2" x 7"		2800
Full page tab (2-Color)*	7 1/2" x 10"		1150
(4-Color)*	7 1/2" x 10"		1245

Your promotional

flyer—loosely inserted

Editorial Listings (50-words)

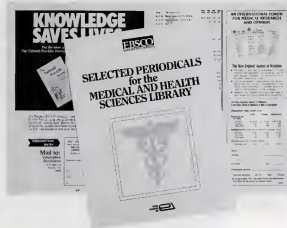
1500

\$ 79 each

*Color ads: color-separated composite negative for each color.

SELECTED PERIODICALS FOR THE MEDICAL AND HEALTH SCIENCES LIBRARY

Professionally edited by a serials librarian, Selected Periodicals for the Medical and Health Sciences Library contains over 1,500 carefully chosen periodicals which are recommended for larger hospitals and other medical libraries. There are 500 key titles indicated throughout the catalog which are recommended for small and medium-sized libraries. A subject category listing as well as a listing of serial publications which are available in audio cassette format are special features of this catalog. Distributed at the annual Medical Library Association conference, by mail to hospitals, nursing schools, and medical school libraries, this publication is a valuable reference tool and comprehensive selection guide for all medical libraries.



Print Order: 18,000
CLOSING DATE
April 2—Reservations
April 6—Ad Copy

PUBLICATION DATE
Annually in May

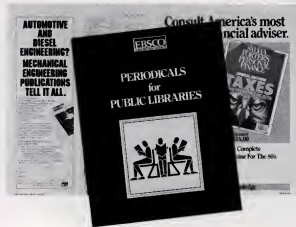
SPECIFICATIONS: Offset—Please supply 1 piece repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	
1 page	7 1/2" x 10"	8 7/8"	\$ 875
1/2 page-Vertical	3 1/2" x 10"	4 7/8"	
1/4 page	3 1/2" x 5"	3 9/8"	
1st page following editorial matter	7 1/2" x 10"	9 5/8"	950
Full page tab (2-color)*	7 1/2" x 10"	9 5/8"	995
Full page tab (4-color)*	7 1/2" x 10"	11 5/8"	1195
Inside Covers	7 1/2" x 10"	13 5/8"	1350
Back Cover (2 colors)	7 1/2" x 7"	21 0/8"	2100
Your promotional flyer loosely inserted			1300
Editorial Listings (50-words)			\$ 79 each

*Color ads: color-separated composite negative for each color.

PERIODICALS FOR PUBLIC LIBRARIES

Public libraries are unique in that they must carry a wide variety of publications appropriate for all age groups in all walks of life and covering all topics. It is quite a challenging task to select the titles which the public will request from the almost limitless number of titles published. Recognizing this, EBSCO provides Periodicals for Public Libraries. This catalog lists titles most often ordered by public librarians worldwide. It greatly assists librarians by significantly narrowing their selection of titles to those most appropriate, improving all aspects of ordering, providing an excellent method of updating records and researching titles. This catalog is widely distributed through direct mail, personal contacts, and library association conferences.



Print Order: 20,000
CLOSING DATE
December 4—Reservations
December 11—Ad Copy

PUBLICATION DATE
Annually in April

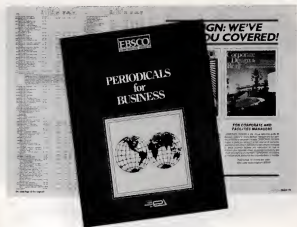
SPECIFICATIONS: Offset—Please supply 1 piece repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	
1 page	7 1/2" x 10"	8 7/8"	\$ 895
1/2 page-Vertical	3 1/2" x 10"	4 7/8"	525
1/4 page	3 1/2" x 5"	4 2/8"	425
1st page following editorial matter	7 1/2" x 10"	9 5/8"	995
Full page tab (2-color)*	7 1/2" x 10"	10 9/8"	1090
Full page tab (4-color)*	7 1/2" x 10"	12 0/8"	1200
Inside Covers	7 1/2" x 10"	13 5/8"	1350
Back Cover (2 colors)	7 1/2" x 7"	21 9/8"	2195
Your promotional flyer loosely inserted			1300
Editorial Listing (50-words)			\$ 79 each

*Color ads: color-separated composite negative for each color.

PERIODICALS FOR BUSINESS

Designed with the corporate/business librarian in mind, Periodicals for Business contains ordering information as well as some descriptive listings on over 21,000 publications which are business related. Published in the fall, when orders are placed for calendar year starts, it is a valuable, single-source reference tool for all types of businesses. It includes a subject category listing as a special feature. This catalog is widely distributed by mail as well as at library association conferences throughout the year.



Print Order: 12,000

CLOSING DATE

August 1—Reservations

August 1—Editorial Listings

August 6—Ad Copy

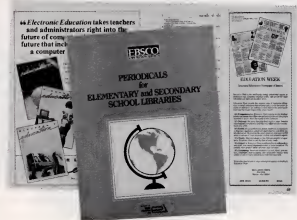
SPECIFICATIONS: Offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	
1 page	7 1/2" x 10"	495	
1/2 page-Vertical	3 1/2" x 10"	495	
1/4 page	3 1/2" x 5"	395	
1st page following editorial matter	7 1/2" x 10"	950	
Full page tab (2-color)*	7 1/2" x 10"	995	
(4-color)*	7 1/2" x 10"	1195	
Inside Covers	7 1/2" x 10"	1350	
Back Cover (2 colors)	7 1/2" x 7"	1995	
Your promotional flyer loosely inserted		1295	
Editorial Listings (50 words)		79	

*Color ads: color-separated composite negative for each color.

PERIODICALS FOR ELEMENTARY & SECONDARY SCHOOL LIBRARIES

Periodicals for Elementary & Secondary School Libraries is published and distributed annually in January, as the school market places orders in the spring for September starts. This scheduling assures librarians that they have the most current pricing information possible when placing their order. The catalog is specially designed for use by librarians of public and private elementary schools and junior and senior high schools, which make up an enormous market. One special feature is the approximately 2,500 titles most appropriate for schools. Another is the "Handy Ordering List of Periodicals" contained inside every school catalog. Wide distribution is made to school librarians, principals, and superintendents through direct mail and library association conferences.



Print Order: 75,000

CLOSING DATE

September 26—Reservations

October 1—Ad Copy

SPECIFICATIONS: Web offset—Please supply **1 piece** repro or mechanical. Composite negative for full page ad. **Author's alterations will be billed at cost.**

	WIDE	DEEP	
1 page	7 1/2" x 10"	\$1090	
1/2 page-Vertical	3 1/2" x 10"	625	
1/4 page	3 1/2" x 5"	425	
1st page following editorial matter	7 1/2" x 10"	1250	
Full page tab (2-color)*	7 1/2" x 10"	1550	
(4-color)*	7 1/2" x 10"	1695	
Inside Covers	7 1/2" x 10"	2295	
Back Cover (2 colors)	7 1/2" x 7"	2995	
Your promotional flyer loosely inserted		1750	

*Color ads: color-separated composite negative for each color.

*You Are Cordially
Invited to
Display
Your
Books and
Periodicals
at the
Influential American
Library Association
Midwinter
Conference
January 13-18,
1990 in
Chicago, Illinois*



EBSCO's Sample Issue Program extends an invitation for you to display your books and periodicals among those presented for review to over 8,000 Directors of America's largest Public, Special and Academic Libraries.

Your books and periodicals will receive first class attention when on display to the "influential decision-makers" you want to impress, while your cost is extremely low at only \$45 per periodical or \$55 per book.

EBSCO's booth representatives greet and assist conference attendees. EBSCO provides conference attendees with a FREE printed listing of all publications on display. A REQUEST FORM is provided for librarians to use in requesting samples of periodicals and information about books.

Our program secures those 'all important' names of attendees who are interested in your publication. After the conference these names are forwarded to you and you follow up with sample copies, or information to these 'HOT' leads.

ACT NOW! Just send us ONE SAMPLE COPY OF EACH publication you wish to display, along with the completed reservation form attached before December 15, 1989. YOUR SAMPLES WILL NOT BE RETURNED FOLLOWING THE CONFERENCE UNLESS YOU SPECIFICALLY REQUEST IT, so be sure to do so on the reservation form if you want your samples returned.



- ☐ I agree to provide a copy of my publication to any librarian who requests a sample issue.
- ☐ I am unable to send sample copies but I will send additional information on the publication.
- ☐ Please RETURN my publication to me following the Conference. I understand there is an additional \$10.00 charge per publication for this service.

EBSCO's Sample Issue Program R.S.V.P.

Yes, I want my publication(s) to be displayed at the American Library Association Midwinter Conference in Chicago, Illinois. Please reserve _____ # place(s) in your Sample Issue Program exhibit for my publication(s).

COST

\$45 per periodical/\$55 per book

☐ I am enclosing \$ _____. Amount due equals number of publications to be displayed multiplied by the display fee.* (PLUS \$10 if the publication is returned.)

☐ Please bill me \$ _____. Amount due equals number of publications to be displayed multiplied by the display fee, PLUS \$5 handling charge.*

*U.S. Dollars. Checks written on non-U.S. Banks should include a \$5 handling charge.

Complete the information below to display one publication. Attach additional sheets as needed to reserve space for multiple publications. (Please type or print.)

Publication Title: _____

Freq: _____ Price: _____

Descriptive Copy (25 words or less): _____

Company: _____

Address: _____

City: _____ State/Province: _____

Zip: _____ Country: _____

Telephone: (_____) _____

Signed by: _____

Print Name: _____

Date: _____

Questions? Call Sandra Young
(205) 991-1280

Complete this reservation form and
return with sample issues(s) for
display before December 15, 1989!

Interested in displaying more than ten publications?
Or, perhaps you'd like your own special display? Call
Sandra Young at (205) 991-1280 for a special
'multiple' discount or information on displaying your
publications in their own exhibit.

Please route this invitation to:

- ☐ The Circulation Director
- ☐ The Promotion Director
- ☐ The Editor
- ☐ The Publisher

Mailing Address: EBSCO Subscription Services
ATTN: Sandra Young, Adv. Dept.
P.O Box 1943
Birmingham, AL 35201-1943
U.S.A.

Please Note: Use Mailing Address (above) ONLY for
packages being sent via U.S. Mail. Otherwise, use
Shipping Address below:

Shipping Address: EBSCO Subscription Services
ATTN: Sandra Young, Adv. Dept.
Top of Oak Mountain, Hwy. 280E
Leeds, AL 35094
U.S.A.

**Additional
Promotional
Opportunities**

☐ I am interested in learning
about the possibility of
advertising in EBSCO's
catalogs for the various
library markets.

**Get your message across
to thousands of
subscription buyers for
just \$79.**



***Advertise in EBSCO'S 1990-91 Selected
Periodicals for the Medical and Health
Sciences Library catalog.***

Published annually each May, the *Selected Periodicals for the Medical and Health Sciences Library* catalog is a reliable resource used every day by people who select medical and health publications for their libraries.

A 50-word description of your publication will draw attention to your journal and tell librarians what it's all about.

Your selling message will reach more than 18,000 health professionals when the catalog is first distributed at the annual Medical Library Association conference. But that's just the beginning of your exposure. The catalog is also distributed at all state, regional and national medical conferences, hospital libraries, medical school libraries, government health agencies, medical schools, teaching hospitals, nurses' training schools and hospitals with more than 50 beds. Your ad is an easy and economical way to grab the attention of this vast audience.

Give your publication more visibility by reserving space now -- for a display advertisement, a 50-word descriptive selling message, or both -- in the *1990-91 Selected Periodicals for the Medical and Health Sciences Library* catalog. Set your titles apart from thousands of others and challenge the competition for subscription dollars!

See reverse side for all the details you need to take advantage of this opportunity. Take a few minutes today to complete and return your descriptive listing. With so many medical and health sciences titles competing for subscriptions today, it's the cure for getting lost in the crowd. **Deadline for advertising: March 30, 1990.**

1990-91 Selected Periodicals for the Medical and Health Sciences Library Catalog

☐ Yes, I want to include a 50-word descriptive listing
at just \$79 per title. (Please submit additional descrip-
tive listings on your stationery.)

Title of Publication _____

Descriptive Listing (50 words) _____

Freq. _____ Sub. Price (U.S.\$) _____

Company _____

Address _____

City _____ State _____

ZIP _____ Country (if other than U.S.) _____

Telephone() _____ FAX() _____

Authorized by _____ Date _____

Print name _____
(signature)

☐ Payment Enclosed ☐ Please Invoice

☐ I am interested in a display advertisement.

Please send more information.

Complete this form and mail today!



75 E. Madison Avenue • Dumont, NJ 07628

Phone: (201) 387-2660

FAX: (201) 387-0671

***Don't forget -- the deadline for space reservation
is March 30!***